

# ARE THE TICKETS YOU PAID FOR LEGITIMATE TICKETS?

## Be careful of 3<sup>rd</sup> Party Ticket Vendors!

When buying tickets online for a concert or event, be careful that you are purchasing from either the venue or their preferred distributor (Ticketmaster). Third parties sell tickets at inflated prices, have no venue backed guarantees to the consumer, and have no ties to the event or venue. They often sell tickets before an event has been contractually finalized or tickets have been made available, leaving you with no guarantee you will get the tickets you paid for or that the tickets you purchased will be valid. In addition, not only may you not get into the event you paid for, but in the event of a cancellation, it may be difficult to obtain a refund since you likely have no idea who really sold you the ticket.

The third party ticket resellers invest money in professional websites that look like venue websites which are very deceiving and confusing to the casual ticket buyer. They also spend significant money to be sure their paid advertisement shows up at the top of search engines when you conduct a search for tickets or venues. Another important fact to note is that many of their guarantees require the venue to provide documentation for them to offer a refund, which they know a venue would not be willing to provide due to our ticketing contract and fan protection coalitions – this is not a valid guarantee to you, the customer.

Below are some examples of how a search of the BI-LO Center can be confusing for someone navigating the many options that appear.

### Google Search

The screenshot shows a Google search for "bilo center". The search bar contains "bilo center" and the results show "About 35,900,000 results (0.19 seconds)". On the left, there are navigation options: "Everything", "Images", "Maps", "Videos", "News", "Shopping", and "More". Below "More" is a link for "Greenville, SC" with "Change location". The main results area features two sponsored ads at the top. The first ad is for "Bi-Lo Center Greenville | BiLoCenter.com-Greenville.com" with the URL "bilocenter.com-greenville.com" and the text "Buy Bi-Lo Center Ticket Greenville. Guaranteed. Low Prices. Act Now!". The second ad is for "Bilo Center - Buy Bi-lo Center Tickets" with the URL "bilocenter.greenvilleboxoffice.com" and the text "View Schedule & Choose Seats Online". Below the ads is an organic result for "BI-LO CENTER" with the URL "www.bilocenter.com/". The organic result text reads: "The BI-LO Center is a state-of-the-art sports and entertainment arena in Greenville, South Carolina. The entertainment industry has consistently recognized the ...". Below the organic result are two links: "Events" and "Contact". The "Events" link has the text "The entertainment industry has consistently recognized the BI ...". The "Contact" link has the text "The BI-LO Center. 650 North Academy Street Greenville, SC ...". On the right side of the search results, there is a vertical navigation bar with a search icon and a list of categories including "entra", "Gre Mus", and "care".

## Yahoo Search

The screenshot shows a Yahoo search results page for the query "bilo center". The search bar at the top contains the text "bilo center" and a yellow "Search" button. Below the search bar, it indicates "8,880,000 results". The navigation bar includes tabs for WEB, IMAGES, VIDEO, SHOPPING, APPS, BLOGS, and MORE. The main content area is divided into two columns. The left column features a "Sponsored Results" section with a pink background, containing links for "Bi-Lo Center" (Official Ticket Source Online For BI-LO Center Tickets Greenville, SC), "Bi-Lo Center Tickets" (Cheap Bi-Lo Center Tickets. Check our Prices. Save 10% or More.), and "BI-LO CENTER" (The BI-LO Center is a state-of-the-art sports and entertainment arena in Greenville, South Carolina). Below these are links for Events, Tickets, Contact, Employment, Directions, Premium Services, About Bi-Lo Center, and Groups. The right column also features "Sponsored Results" with multiple "Bi-Lo Center Tickets" listings from StubHub, JustBuyTickets, BuyBetterTickets, and CheapPricedTickets, along with a link for "Hotels Near Bi Lo Center".

In most searching platforms there are two kinds of results that show up on the screen. The ads usually at the top and/or the side are called “pay-per-click” links, and the ones below are the most relevant to your search. These “pay-per-click” links have paid the search platform to be at the top of the list and top ranking. In this case you are searching for a venue or event and you will almost always be given a couple 3<sup>rd</sup> party ticket vendors. As you can see above, when searching for the BI-LO Center there usually are multiple 3<sup>rd</sup> party ticket vendors that show up in the “pay-per-click” ads posing as the official site.

### More search information

A URL is a string of information used to locate a web page. When you search for a subject on the internet, the domain will be broad and can cover a variety of different things. Web-browsers display the URL for the current page at the top of the browser window.

You can go, for example, to “[www.bilocenter.com](http://www.bilocenter.com)” to connect directly to the BI-LO Center website. A 3<sup>rd</sup> party site might register their domain extremely close, but with a slight variance from the legitimate site, such as “bilocentertickets.com” to make you believe they are affiliated with BI-LO Center.

## HOW MUCH?

If you continue to consider using a third party ticket reseller, despite the risk of fraudulent activity and possibly non-valid tickets, make sure to compare the ticket prices from the venue website or Ticketmaster before purchasing so that you can make sure you are not paying too much even if they are legitimate. At the time of the posting of this information, BI-LO Center has many events on sale with some tickets still available. The resellers are selling seats in the equivalent price levels at prices anywhere from \$10 to 10 times more than the price you would pay by purchasing at the BI-LO Center Ticket Office or through Ticketmaster.

## OTHER online locations for fraud

Sites such as Craig's List and EBay are equally as risky if not more so. We see many vouchers for sale on these sites that are not actually tickets or are fake tickets that even the seller may not realize are not valid.

## Ticketmaster

In addition to purchasing at the BI-LO Center Ticket Office, Ticketmaster is an authorized distributor of tickets for BI-LO Center. You can get tickets through them by going to an authorized Ticketmaster distribution point for the BI-LO Center or [www.ticketmaster.com](http://www.ticketmaster.com).

## The real venue website



If you pay attention, you should be able to distinguish the venue's real sites from 3<sup>rd</sup> party ticket vendors. Tips to recognize an official website:

- Lots of information about the venue unrelated to ticket sales.
- No mention of events at other venues.
- Ticket prices are consistent and not inflated above advertised price.

